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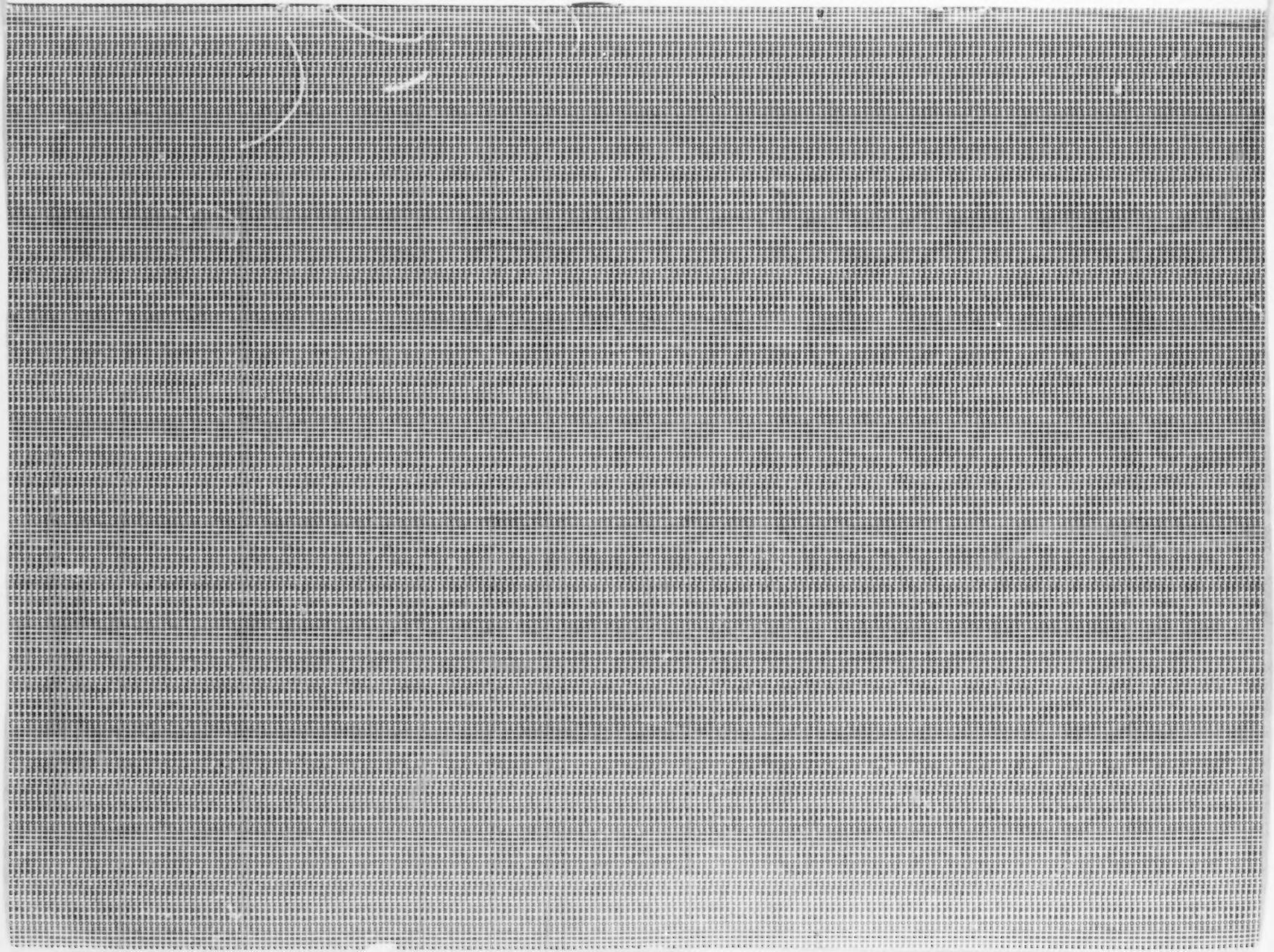
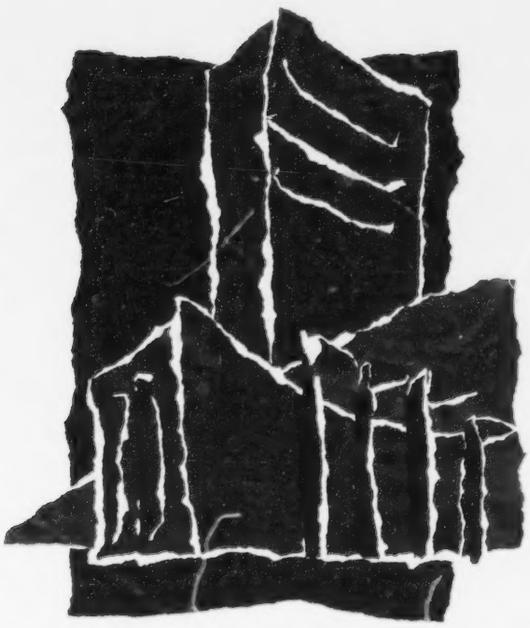


THE UNITED NATIONS



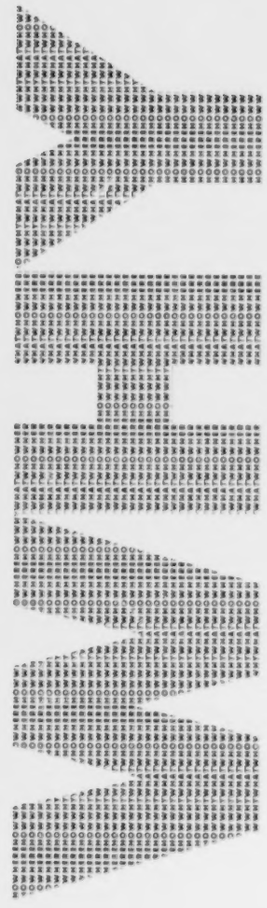
PUBLIC INFORMATION

UNITED NATIONS

best copy available

WHY . . . *you may need help in finding your way through the maze of UN information.*

The United Nations is one of the world's leading producers of information. Its staff includes thousands of specialists in virtually all disciplines, from statistics to arms control, from economics to the environment, from science to international law. The UN and its affiliated bodies issue over 1,800 serial publications and about a thousand books every year. They also maintain some 900 information data bases—not to mention the hundreds of official and non-official documents they produce daily.



To assess public awareness of the UN, opinion polls were conducted in Australia, Canada, Kenya, Mexico, Nigeria, Norway, Poland, South Africa, Sweden, the USSR and the United States and the 12 member countries of the European Community. The polling programme, launched in 1989, sought to trace how people learn about the UN, how they perceive its image, how much they know about its work and institutions, and their attitude about its performance. Results of these polls showed that public awareness of and interest in UN issues are high. They give ample evidence that the UN's performance ratings and image have improved substantially in the past five years, and that people want to know more about its activities and related institutions or bodies. Television and radio have become by far the main sources of information about the UN in the countries polled to date.

Virtually all the world's problems are studied, negotiated and acted upon by the United Nations. It is the planet's town hall of international politics, and its decisions daily affect your life, directly and indirectly. For instance, branches of the UN system set rules for allocating radio and TV frequencies and for operating international air traffic, facilitate world trade and wipe out diseases. Others monitor developments as diverse as the state of the world, population growth, violations of human rights, and changes in weather patterns.

The global reach of UN activities has required the UN and its agencies to amass a tremendous wealth of information on matters of international concern, making the UN a singularly important depository and clearing-house of knowledge and one of the richest storehouses of statistics on the state of the world we live in.

But the UN is not merely a gatherer, archiver and disseminator of information; it is also itself a great source of news and information based on its activities and its approaches to dealing with the world's many problems. And the news about the UN can emanate from just about anywhere—from every distant outpost of UN activity in every corner of the world. It takes the form of press releases, books, pamphlets, radio and television programmes, magazines, periodicals, films, videos and photos.

While these "coverage" functions result from the UN's being constantly at the centre of news-making events and activities—events that have to be reported to the world's waiting media—its information output goes beyond telling what is happening and beyond producing publications describing the Organization, its personalities and its work. There is another function of UN information activities dictated by deeper,

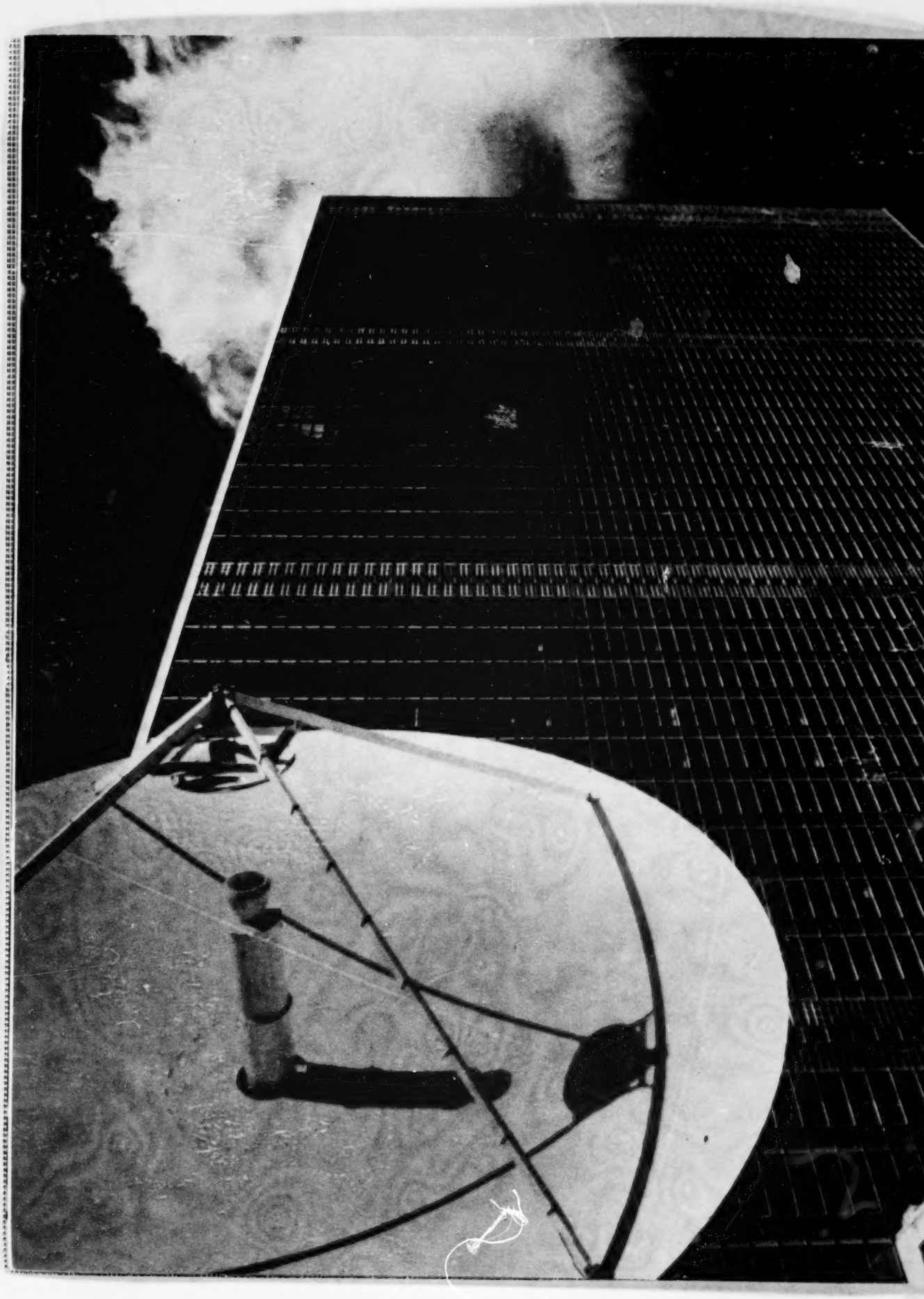
underlying tenets. This is the task of actively promoting the purposes and ideals outlined in the UN Charter, which it does through information campaigns addressing specific issues and using a variety of means of communication—TV, radio, publications, posters, etc. These campaigns are aimed, first, at sensitizing the people of the world to UN efforts and activities, then at enlisting their support.

The ultimate aim of the UN's coverage and promotion activities is to build awareness of its efforts and goals—to use this dual approach to promote to the greatest extent possible an informed understanding of the UN's work among the peoples of the world. This is the mandate of the UN Department of Public Information (DPI), whose purposes and efforts are mirrored in the information programmes of every other department, organ, programme and agency in the UN system.

The enormous amount of UN information is both accessible and up to date. And it is available to more than just the news media. It is available to everyone—the general public, non-governmental organizations, corporations, academicians and researchers, parliamentarians, the ordinary citizen. And it is offered to all who can use it and help disseminate it.

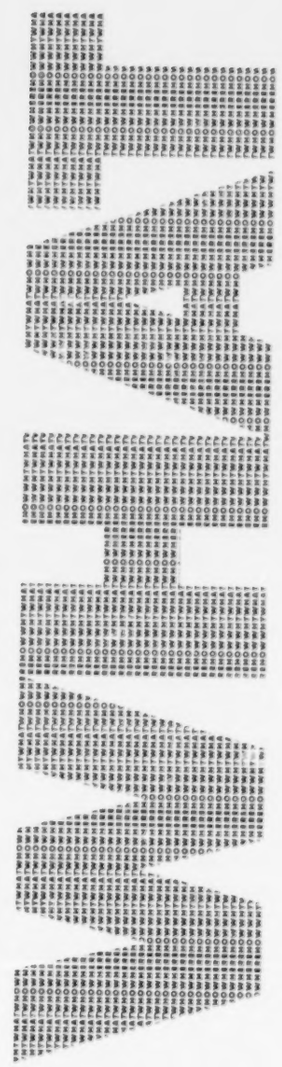
Finding your way through the mountains of material produced by the UN may at first appear to be daunting. But this booklet will help to guide you. Certainly no publication of this size could be a comprehensive directory of all the hundreds of UN information sources. The best we can do is give you a general overview—telling you WHAT kinds of information are produced, WHO produces it, WHERE you can obtain it and, finally, HOW you might become involved in the UN's information efforts.

The World Press Review, a United States non-profit magazine fostering the international exchange of information, every year conducts a wire service news editor poll of the top 10 news stories world-wide. Seven of the news events ranked most important in 1989 were events directly related to the UN and its role: Namibia's independence and the first free and fair election in that country, greater respect for human rights in various parts of the world, the consequences of environmental degradation, natural disasters, the withdrawal of foreign troops from Afghanistan, steps for political solutions to conflicts in Central America, and the united efforts against international drug trafficking.



WHAT . . . ***kinds of information are produced at the UN.***

From the beginning, United Nations information services have been directed to encompass, as delineated in Article 1 of the Charter, all the important issues of humankind: the maintenance of international peace and security; respect for the principles of equal rights and self-determination of peoples; promotion of economic, social, cultural and humanitarian development, as well as human rights and fundamental freedoms.



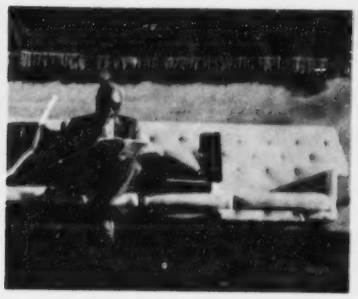
These thematic mandates that must be addressed by the UN generate more than 10,000 different activities world-wide. This requires thousands of hours per year of reporting on meetings, thousands of hours of visual and radio coverage, servicing hundreds of national and international broadcasters, briefing hundreds of non-governmental organizations around the world, and writing and summarizing millions of pages—and all this simultaneously in several languages.

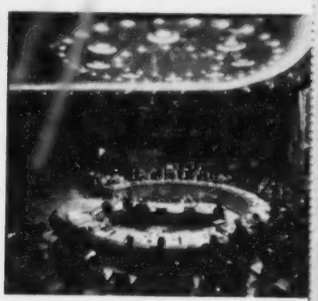
The UN must somehow co-ordinate all this coverage and supply all these services to produce material in dozens of different forms: radio and TV programmes, documentaries, press kits, seminars and workshops, teaching guides, photographs, posters, books and brochures. This material and these services are all mainly geared to topical promotional campaigns—to fight drug abuse, human rights violations, environmental degradation, economic and natural disasters, and starvation, to name only a few subjects. With limited funds, the UN strives to reach as many people in the world as it can.

But awareness is not enough. The UN not only needs to inform the world's people of its activities but must also try to show them why those activities are needed and how they will benefit from them. How are their own lives directly affected by the great issues with which the UN deals? In short, what stake do they have in the world Organization? Only when they have done this will the information programmes have achieved their ultimate goal—winning people's support.

It's a big job. To do it successfully, the UN must adapt both its message and the way it delivers it to a large number of audiences. The languages used need to be multiplied, different components of the information package have to be adapted to the characteristics of different groups of people, and the ways of attracting their attention must be increased.

The variety of types of information the UN produces is, then, the result of this great complexity of audience and purpose.





OVER THE AIRWAVES . . .

A visit to the radio studios of the UN would surround you in unfamiliar accents. Radio programmes covering all issues dealt with by the UN are prepared for broadcast in 18 languages. To cater to its English-, French- and Spanish-speaking audiences alone, the UN prepares a total of 18 programmes a week.

Most of these radio programmes—which are in documentary and feature magazine formats—are sent on cassette and tape to approximately 3,000 broadcasting organizations in 167 countries and territories. Some programmes are also sent by satellite.

Weekly news magazines are produced in eight languages for rebroadcast by local and national radio organizations. Three to five daily-highlights bulletins are available in English, Portuguese and Spanish to radio stations at their expense.

. . . AND THROUGH THE WIRES

The increasing primacy of electronic media has increased interest in the wire services the UN maintains. The Department of Public Information cooperates with the News Agencies Pool of Non-Aligned Countries by sending daily news dispatches through the news agency Tanjug in Belgrade, Yugoslavia, to more than 90 news agencies in the Pool. For others not associated with the Pool, DPI compiles special packages.

The World in Review is a weekly 15-minute radio news magazine for North America; Scope, with a similar length and format, deals with economic and social activities. Femmes is a monthly series of 15-minute programmes in French on the status of women, while Enfoque is a weekly five-minute interview on a UN theme in Spanish.

All five major world-wide wire services maintain offices at UN Headquarters—Associated Press, United Press International, Reuters, Agence France Presse and the Soviet news agency TASS—as well as many others, including the Chinese news agency, Xsinhua, and the International Press Service, which carries news of special interest to developing countries.

For information on the news magazines and daily highlights, contact:
International Broadcast Centre
Tel: (212) 963-7656,
3349, 2998, 5569
or 5570

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THE MODERN TOWN CRIER . . .

Although there are still 31 countries and territories in the world without a television service, a recent survey by the UN Educational, Scientific and Cultural Organization (UNESCO) found that there are 39 receivers per 1,000 inhabitants in developing countries. In the industrial world, there is about one TV set for every two people. The penetration of TV into the remotest corners of our planet makes the visual media more effective than ever before.

Rising to this challenge, the UN is tailoring its programmes to provide concise, topical and timely news summaries, as well as television feature magazines and documentaries. UN-TV is the pooling agency to the world for all major UN-related events. Every year it provides several thousand hours of coverage of UN meetings, be it an intense debate in the Security Council or statements of position by world leaders in the General Assembly.

UN-TV annually covers some 60 Security Council meetings, 200 General Assembly meetings, plus some 50 meetings of other bodies. This coverage is relayed by satellite, on request, in the form of raw footage, but more commonly is sent in the 1,000 videotape packages that go out to international syndicators of TV news. The number of satellite feeds has risen steadily over the past few years. UN-TV also produces news magazine programmes on such diverse issues as the depletion of the ozone layer and the international famine-relief effort in the Sudan.

About 500 films and another 500 dispatches or interviews go to correspondents every year. DPI distributes more than 18,000 prints of films and video cassettes on UN activities annually, including weekly TV programmes, TV spots and messages. Through its 105 regional film libraries located at UN Information Centres and UNDP field offices, it supplies some 60 commercial distributors worldwide, the UN specialized agencies, non-governmental organizations, cable and other TV companies, government agencies and individual purchasers.

The UN itself is not the only film and video producer in the system. Many specialized agencies, such as the International Civil Aviation Organization (ICAO), the World Health Organization (WHO) and the International Monetary Fund (IMF), variously produce audio-visual aids—films, tapes, slides. And other bodies such as the UN Children's Fund (UNICEF) and the UN Development Programme (UNDP) offer catalogues of their film and tape products.

The UN also provides radio and TV producers, on request, with facilities, technical advice and material, including the use of its extensive audio-visual library. Radio and TV correspondents may use UN broadcast studios, when available, for their recordings and interviews. There are seven fully equipped radio and TV studios at Headquarters in New York. The UN Offices at Geneva and Vienna also have these facilities.

Requests for film and tape catalogues may be obtained from:

UNICEF
Radio, Television and Film Unit
Room H-2F
Three United Nations Plaza
United Nations
New York, N.Y. 10017
Tel: (212) 326-7056

UNDP
Division of Information
Room 1926
One United Nations Plaza
United Nations
New York, N.Y. 10017
Tel: (212) 906-5302

UN Population Fund (UNFPA)
Editorial, Publications and Media Services Branch
Room DN-2300
220 East 42nd Street
New York, N.Y. 10017-5880
Tel: (212) 297-5020

Co-operation between DPI, the Canadian International Development Agency and 10 national TV organizations resulted in the first of the Agenda series, a project that so far has reached more than 100 million viewers. Disarmament, third in the series, involved 24 networks and has been aired for 1 billion viewers. The Agenda project currently in production addresses issues such as population, trade, arms control and collective security.

Shelter for the Homeless (1987), The Doomsday Clock (1987), on nuclear disarmament, and The Treasure Within (1981) on the pre-Columbian cultural heritage of Latin America, won diplomas at the International Film Festival in Moscow. The video The Debt Crisis: An African Dilemma (1988) won a red ribbon at the 1990 American Film and Video Festival. The independence of Namibia in April 1990 was the subject of three DPI documentaries.

A UN Film and Video Catalogue and information on the educational videos are available on request from:
Audio-Visual Promotion and Distribution Unit
Room S-805A
Dept. of Public Information
United Nations
New York, N.Y. 10017
Tel: (212) 963-6953, 6982

...AND THE MODERN CELLULOID

DPI produces four to six documentary films and videos a year, in three or more languages, either by itself or in co-production with other UN agencies, national film-producing companies and independent producers. Documentaries on video cassette and tape cover such issues as peace-keeping, women and literacy, and preparedness for natural disasters. More than 60 UN films and videos have won major international awards.

Focusing on the younger age-group, DPI is producing a series of 15-minute educational videos, accompanied by teaching guides, for use by secondary schools and colleges, on such subjects as peace-keeping, African recovery, literacy and the campaign against *apartheid*.

The Visual Materials Library of the UN is a gold mine of both archival and current footage that may be tapped by producers and researchers. The stock footage dates back to the time of the League of Nations and the Second World War. Also available is general film material shot by UN crews in various countries.

GETTING THE PICTURE . . .

UN photographers have to their credit unique shots of international news events which may be drawn upon by the print media. They have, in fact, won several international awards for their work. Correspondents often rely on UN pool photo coverage for high-level meetings. At Headquarters, the UN Photo Library's collection of roughly 175,000 photographs is augmented by some 4,000 every year, which can be made available at nominal cost. A duplicate set is housed at the UN Office in Geneva. Some 175 photograph agency and wire service photographers are annually accredited at the UN.

. . .AND WIDENING THE FOCUS

If a picture is worth a thousand words, exhibits can speak volumes. Periodically, the UN mounts such exhibits, in its buildings and elsewhere, often working with an outside group to prepare an exposition illustrating a UN theme. UN pavilions featuring photographic exhibits have been erected at several international expositions, notably including EXPO '86 in Vancouver, Canada, and the 1990 International Garden and Greenery Exposition in Osaka, Japan.

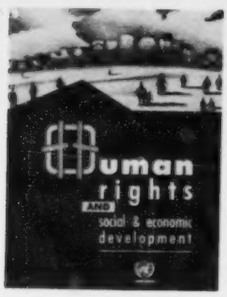
The UN system will have its own pavilion at the EXPO '92 exhibition in Sevilla, Spain. UNESCO, the International Labour Organisation (ILO), the Food and Agriculture Organization (FAO) and the UN High Commissioner for Refugees (UNHCR), as well as the World Tourism Organization, are among the participating bodies.

Soviet General Secretary Mikhail Gorbachev's appearance before the UN General Assembly in 1988, which made front-page news the world over, earned a cover-photo credit in US News and World Report for a UN photographer.

The 1990 issue of Minolta Mirror magazine honoured a UN photographer with a 14-page article, "World Assignment", illustrated with his photos.

Inquiries should be directed to:
UN Photo Unit
Room S-805P
Dept. of Public Information
United Nations
New York, N.Y. 10017
Tel: (212) 963-2911

On 23 April 1990, the day Namibia joined the UN, the photo exhibit "Namibia: New Nation, New Needs" opened at UN Headquarters. Produced by DPI with the UN Council for Namibia, some 100 images shot by UN photographers and freelancers documented the people, the election process and the transition to independence. After travelling through several countries, the exhibit will find a permanent home in Namibia itself.



Periodicals available by subscription include the UN Chronicle, a quarterly magazine of articles on all major UN events; Development Forum, a bi-monthly news magazine on world economic and social development; Objective: Justice, a biannual review of issues of self-determination, apartheid, racial discrimination and human rights.

Development Business is a fortnightly magazine providing coverage of development projects in the field and discussions of such issues as business ethics and investment in developing countries. Those who want to follow procurement notices put out by multilateral financial institutions and regional development banks will find it indispensable.

Well-rounded publications on overall UN activities include the Yearbook of the United Nations, the Organization's basic reference book, Basic Facts about the United Nations and Everyone's United Nations.

All the above are sales publications, information on which is described in a section on page 34.

HOT OFF THE PRESS

The working press needs digestible raw material to keep abreast of fast-moving diplomatic events, not to mention new initiatives on fronts as varied as drugs and the environment. Information kits with short feature articles and graphics are put together to meet the needs of journalists, but are also sometimes available to the general public in limited quantities.

A steady output of periodicals, booklets, brochures and other materials keep abreast of current issues. An example is a new DPI study on the world economy, which follows close on the heels of a special package on the international debt crisis. Multipurpose feature articles cover a range of UN priority issues; they may be reproduced in newspapers and periodicals, used as inserts in press kits, or mailed to special groups, such as organizations, parliamentarians or universities. Material on topics previously examined is often periodically updated.

The various international organizations, including the specialized agencies, produce another vast output of books, periodicals, reports and brochures on every aspect of their special fields *(see pocket inserts)*, from AIDS and climate research to industrial and agricultural loans to postal and space communications.

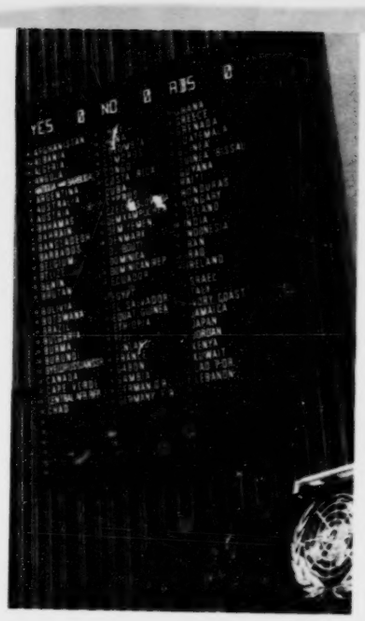
Focusing on efforts to alleviate the economic crisis in Africa is Africa Recovery, a bimonthly newsletter produced in English and French and recognized as the foremost periodical detailing the continent's recovery and development efforts. For information, contact:
Africa Recovery
Room S-845
United Nations
New York, N.Y. 10017
Tel: (212) 963-6857

THE GLOBAL NEWSROOM

News that originates at the UN is provided by the Organization to print-media journalists. It includes press releases and meetings coverage, produced on high-volume duplicators, giving them almost instantaneous reportage, in English and French, on all public UN meetings. When the General Assembly is in session, there are 12 or more meetings daily. Correspondents based in New York, Geneva and Vienna thus generally have access to the proceedings of the meetings within a couple of hours. To help them write their stories, everything from background data to the latest statistics to experts' forecasts is provided in press kits, brochures, feature articles and other information materials.

During the 1989 session of the General Assembly, DPI issued accreditation to a total of 2,150 media representatives from 87 countries.

For the World Summit for Children, on 29 and 30 September 1990, DPI issued accreditation to some 3,500 journalists, set up 45 press pools, and handled liaison for 12 press conferences and 66 meetings of Heads of State.



Media Accreditation and Liaison Unit
Room S-250A
Dept. of Public Information
United Nations
New York, N.Y. 10017
Tel: (212) 963-6934

A DPI round-table for Latin American and Caribbean editors in November 1989 brought together 25 of the region's leading correspondents, who were briefed on UN activities by the Secretary-General and other top-level UN officials. It was one of many UN-organized get-togethers of this type, where editors, publishers and correspondents examine, often with government ministers and senior UN officials, key issues in various regions.

Inquiries should be directed to:
NGO Resource Centre
Room S-101
Dept. of Public Information
United Nations
New York, N.Y. 10017
Tel: (212) 963-7234

REGISTERING . . .

Since nearly 1,500 media representatives from around the world are accredited to UN Headquarters, the UN has expanded its facilities to meet the heightened interest in UN events. Some 180 journalists maintain offices at Headquarters, where, if space is available, rooms are provided free of charge. Additionally, some 500 correspondents are accredited to the UN Office at Geneva and over 300 to Vienna.

. . . AND LEARNING

Journalists' encounters, editors round-tables and tours for media correspondents are among the UN undertakings for the media. These educational outreach programmes aim at supplying information to media representatives in various regions.

. . . AND PARTICIPATING

More than 1,500 national and international organizations have official relationships with the UN. If non-governmental organizations (NGOs) possess special experience or technical knowledge that can be of value to the Economic and Social Council in its work, they may be granted consultative status. NGOs may also be brought into association with DPI. Many others co-operate and work with UN agencies, departments, offices and Information Centres around the world. Many departments of the UN and its specialized agencies have liaison offices or services for NGOs. Every year, UN resolutions ask UN bodies to consult and work with these organizations.

Representatives of NGOs accredited by DPI are granted access to open meetings of UN bodies, invited to briefings, seminars and conferences, given help in designing and organizing educational and information programmes, offered advice on linking

UN issues with local, national and organizational concerns, and given assistance in obtaining background information, audio-visual materials and speakers.

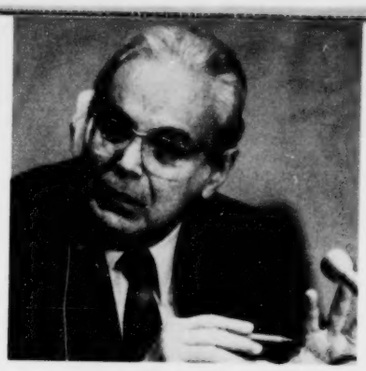
SPEAKING FOR THE SECRETARY-GENERAL

What is the UN position on the outbreak of hostilities? What is the Secretary-General's reaction to the latest diplomatic move? How will he go about salvaging the deadlocked talks?

With the UN playing an ever-prominent role in world affairs, the "UN angle" is an essential ingredient of international news coverage by the media. Not surprisingly, the Office of the Spokesman for the Secretary-General is a prime source of information on all major peace-making and peace-keeping efforts of the Organization.

The Office's daily press briefings are a staple for correspondents accredited at UN Headquarters in New York. Here they get updates on the activities of the Secretary-General and many of his Special Representatives and aides, who handle the whole range of the most burning political, social and economic issues. The Spokespersons are ready to explain the Secretary-General's views on breaking news stories and provide information on the status of UN-launched operations or peace initiatives. On request, the Office will set up interviews with the Secretary-General for print and broadcast media, or make arrangements for press encounters with other top UN officials.

Spokespersons accompanying the Secretary-General on his official travel do their best to satisfy the media's demand in the host countries by organizing press conferences, briefings and interviews. They also provide regular updates on the trip for the UN press corps in New York.



United Nations Secretary-General Javier Pérez de Cuéllar at press briefing.

A press tour for African journalists was organized for the UN-supervised elections in Namibia in November 1989. A press tour that month brought 23 journalists from top news organizations to Ghana and Senegal for a first-hand understanding of those countries' development efforts and achievements. Another 27 visited Tanzania and Togo in May 1990.

In February 1990, DPI held a "Media Breakfast" for editors-in-chief of women's magazines. The get-together provided them with an opportunity to talk with two high-ranking women officials in the UN—the heads of DPI and the Centre for Social Development and Humanitarian Affairs—who exchanged views on the UN's role in women's issues.

In 1989, the Office helped organize over 30 public press briefings by representatives of the Secretary-General or other senior officials, and set up many one-on-one sessions. Press briefings are also held twice a week at Geneva and Vienna.

Office of the Spokesman for the Secretary-General
Tel: (212) 963-4890, 4891

Press Inquiries
Tel: (212) 963-7160

Daily noon press briefings
UN Secretariat
Room S-0226

The UNIC at Madrid, Spain, has signed an agreement with a Catalonian regional television station to adapt the entire collection of UN in Action programmes into Catalán. The Prague Centre and Czechoslovak TV have prepared a series on the UN and the environment.

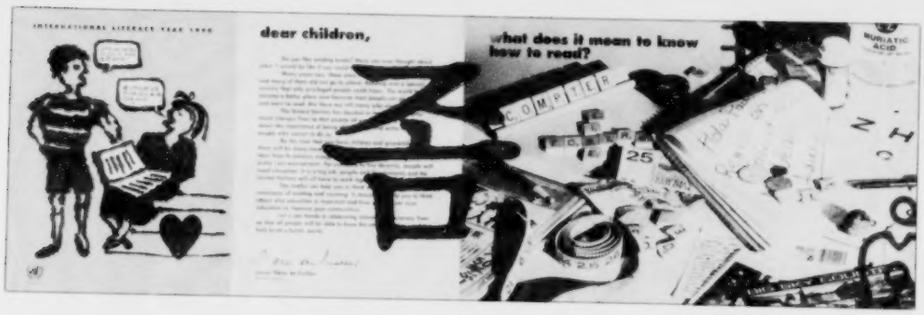
Eleven UNICs—in Antananarivo, Bogotá, Brazzaville, Buenos Aires, Dakar, Lima, Manila, Ouagadougou, Panama City, Rio de Janeiro and Sydney—have regularly scheduled TV or radio programmes on UN issues. The Information Service at Geneva also produces such programmes for world-wide distribution.

In December 1989, the first regional training seminar for UNIC assistants took place in Nairobi to enhance staff capabilities.

EXTENDING THE REACH

The UN has always been constrained in its outreach because of the diversity of its audience and the geographical and financial obstacles to disseminating all the information it generates. The 67 Information Centres and Services (*list appended in packet inserts*), located in capital cities all over the world are the principal voice of the UN in the different regions and are a crucial means of stimulating interest in global issues and of exchanging information with the local media, organizations and educational institutions.

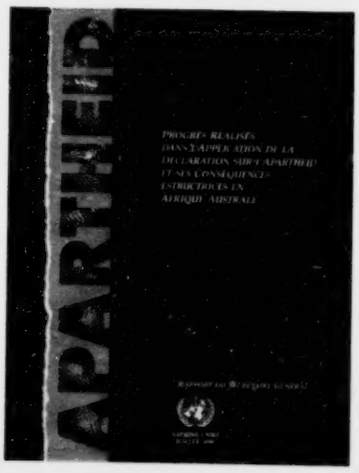
UNIC directors arrange press conferences and panel discussions, and often appear on local TV and radio to discuss UN issues. UNICs can be prime movers in arranging international conferences. As a matter of course, they arrange for translation of and distribute UN publications, adapt radio programmes into local languages, produce newsletters and organize special events to mark UN observances.



Responsible for promoting the image of the UN, they may seek financial and other assistance from local groups. UNICs, linked to UN Headquarters by electronic mail, facsimile or cable, distribute to radio stations and newspapers a daily round-up of UN events and press releases. Increasingly they arrange with local, national and regional broadcasters for established time-slots for UN audio-visual programmes. Or they supply UN input, such as interviews with visiting UN officials, for station-produced programmes.

In a number of countries not yet served by UNIC offices, UNDP Resident Representatives or Resident Co-ordinators—officers assigned to development projects in those countries—co-operate in performing public information tasks. Normally, UNICs co-ordinate with other field offices, particularly those of UNDP (*see pocket inserts*), to avoid duplication of work.

Requests for speakers may be addressed to:
Group Programmes Unit
Public Services Section
Room GA-56
Dept. of Public Information
United Nations
New York, N.Y. 10017
Tel: (212) 963-7710



Notes for Speakers, published annually by DPI as a guide for anyone who talks on or teaches about the UN, outlines key UN issues for public speakers—a tool to help them prepare effective presentations.

If you like, a Headquarters tour may be combined with lunch in the Delegates' Dining Room. Or dining at the UN can be specially catered at corporate or group rates—even after working hours—as some bankers' or lawyers' associations have done.

The public has at times been invited to UN events, such as a ceremony celebrating the 1988 award of the Nobel Peace Prize to UN peacekeeping operations, and the UN's birthday on 24 October.

Guided Tour Information:
Tel: (212) 963-7713

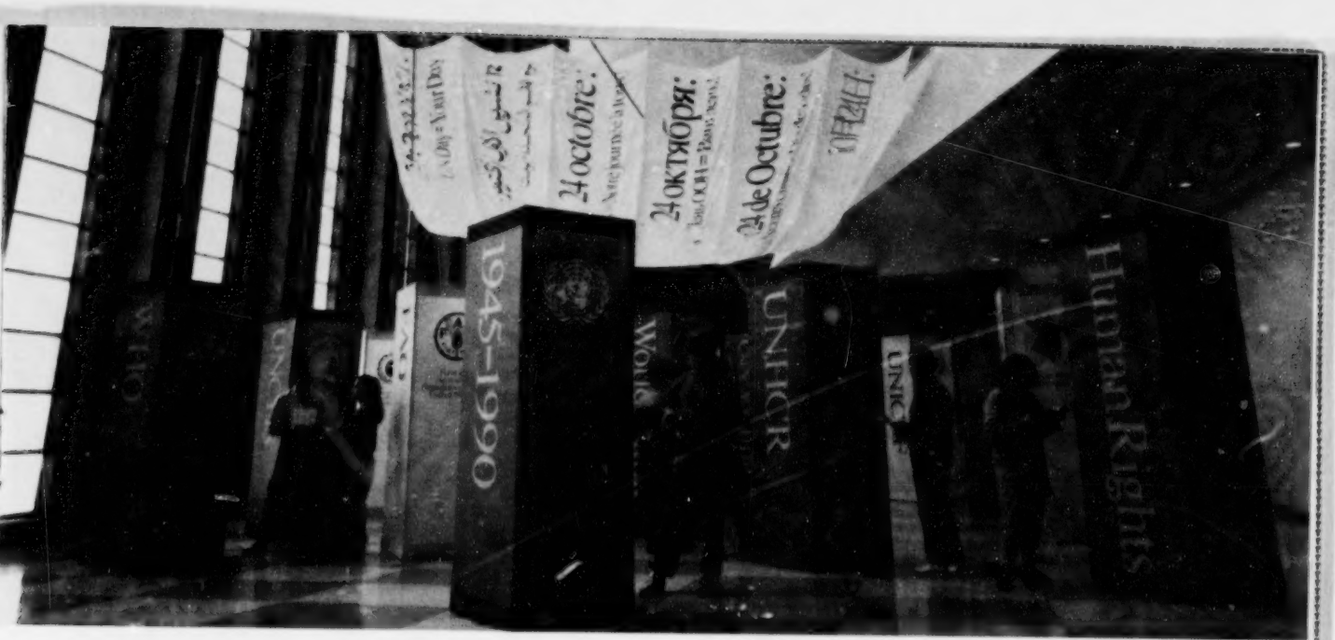
Delegates Dining Room:
Tel: (212) 963-7625

LADIES AND GENTLEMEN . . .

The UN is also a verbal communicator of some repute. One of its offices responds to requests for UN speakers, who not only brief visitors at Headquarters, but have addressed groups throughout North America. These assignments are undertaken at no charge to the requesting institutions or groups, other than travel and accommodation costs.

. . . IF YOU'LL JUST FOLLOW ME

The hospitality extended to tourists and visitors includes the guided tour of UN Headquarters. In New York, guided tours are offered in more than 20 languages, and the number of annual visitors exceeds half a million. Since 1952, over 32 million visitors have taken the tour. Similar tours are offered at the Palais des Nations in Geneva and the Vienna International Centre.



TEACHING AND LEARNING

Every year since 1981, at least 16 young broadcasters and journalists from developing countries have come to Headquarters to serve as temporary UN correspondents for their employers in their home country. They are participants in a training programme to apprise them of new information technologies and familiarize them with the work of the UN. They are given work assignments during the period, while also attending seminars and workshops and visiting major media corporations and UN organizations.

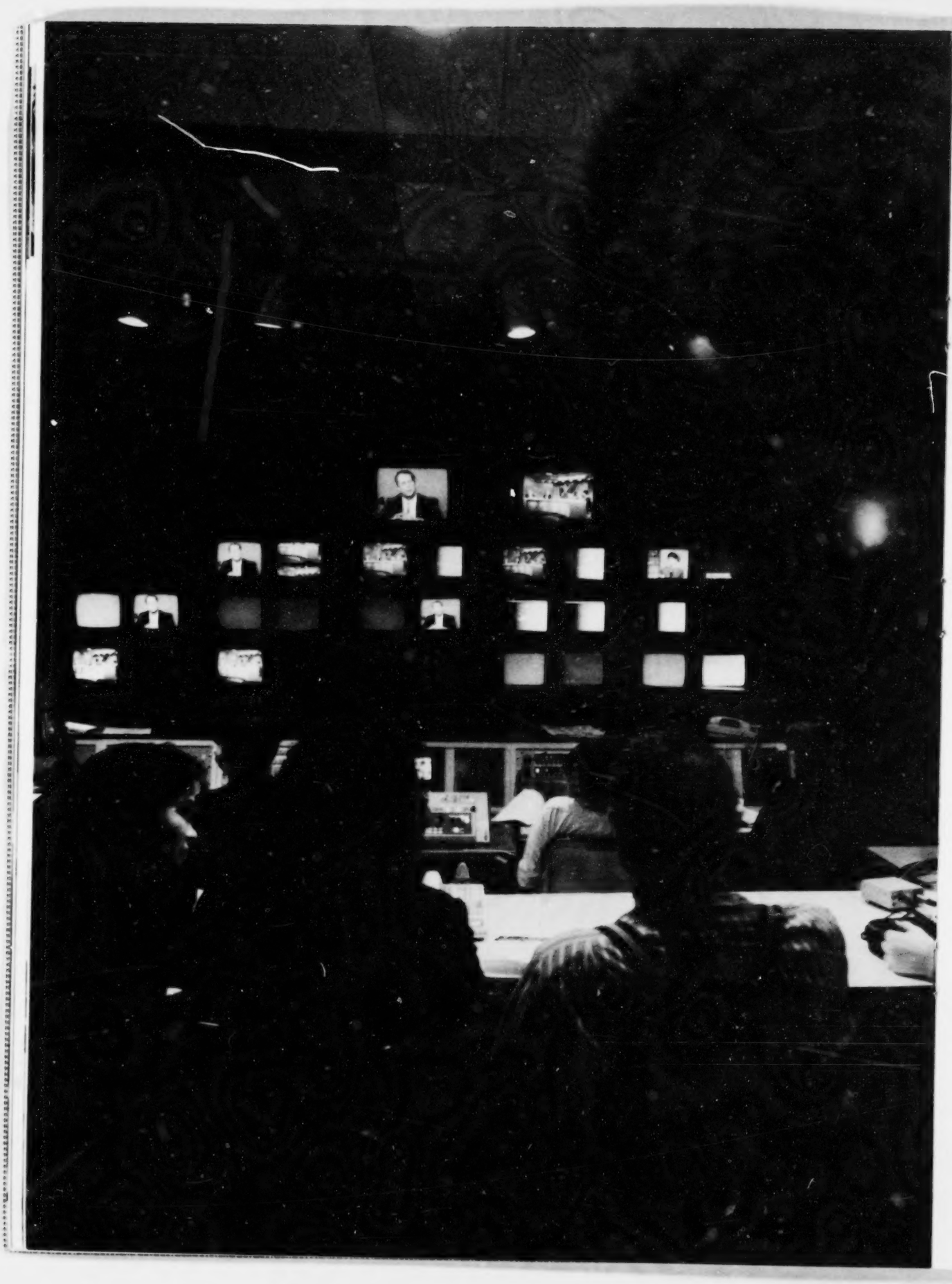
The UN annually organizes an intern programme for outstanding graduate students, who spend several weeks, mainly in the summer, on assignment with various departments at Headquarters learning about the UN.

Regional efforts are under way to create a network of media contacts in the field or to explore ways of incorporating objectives and activities of the UN into the schools and university curricula.

Round-tables are organized periodically, for newspaper editors for example, not only to consolidate contacts with these groups but also because they are an important audience for announcing the launching of new activities and programmes.

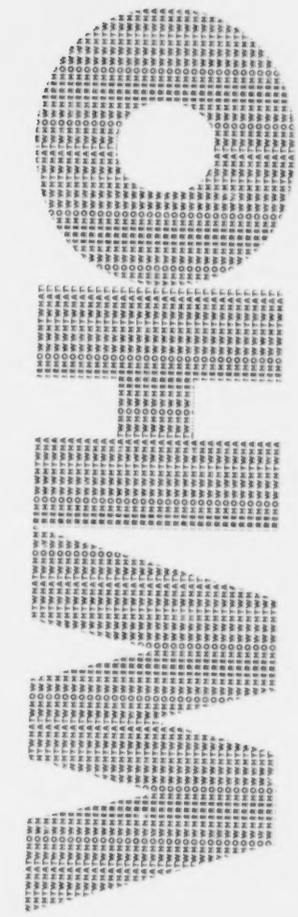
In 1988, a symposium was held in Tokyo, in co-operation with a leading Japanese newspaper, Yomiuri Shimbun, at which a distinguished group of policy-makers, journalists and academicians examined UN peace-making and peace-keeping. In connection with this event a Japanese company also produced two videos, using UN-supplied material.

Inquiries should be directed to:
Special Programmes Section
Room S-955A
Dept. of Public Information
United Nations
New York, N.Y. 10017
Tel: (212) 963-6921



WHO . . . *are the producers of this information.*

The UN system as a whole produces some 1,000 titles per year. The UN and some 34 affiliated bodies and agencies publish nearly 1,800 serial publications. And this does not take into account a number of titles co-produced each year with external publishers.



N itself produces every year
300 titles. Their sales value
nts to $5 million per year. The
t market is North America (45%
venues), followed by Europe
), Japan (8%) and Australia (3%).

The UN publishes business, economic, industry and trade studies and data, reports on disarmament, human rights, international affairs and the environment, compilations and studies in communications, law, statistics and library materials. Not limited to books, formats include microform, CD-ROM (compact disc/read-only-memory) and data base.

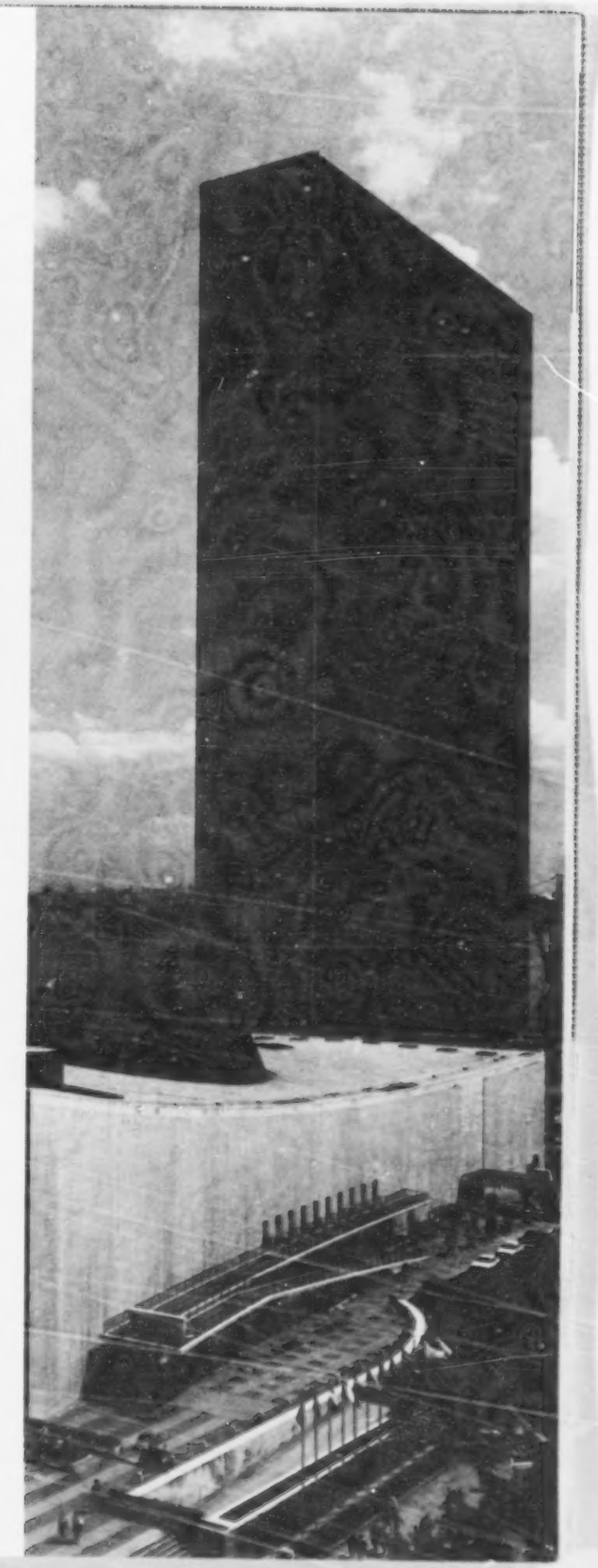
Organs such as UNICEF and UNDP, as well as the specialized agencies (*see pocket inserts*), have their own large publications catalogues, an active co-production policy and a world-wide sales network.

While it is by no means the only producer of information in the UN, DPI is the only entity entrusted with the task of promoting an informed understanding of the UN as a whole, its work and its purposes. To do this, it relies for basic information on the fact-finding and publishing services of the entire UN system—from small units and offices of the Secretariat to the publication branches of various UN organs and programmes to the large publishing departments of specialized agencies.

The information used by DPI for its products, from press releases to books to radio programmes, is gathered and selected from the reports, studies and minutes of the various organs of the UN. These reports ar l documents emanate from nearly every department, office, commission, committee, programme, organ, unit and individual specialist of the UN system.

At Headquarters, the daily output is funnelled through the documentation facilities of the Department of Conference Services (DCS), whose staff each year translate and edit more than 75 million words, type twice that many, and reproduce 3/4 of a billion pages of official documents in six official languages. Geneva produces about a third of these amounts, and the addition of Vienna's output raises the sum to more than half the Headquarters' total.

One branch, the DCS Publishing Service, carries out the UN publications programme in accordance with guidelines set by the Publications Board, reviews and co-ordinates the external and internal printing, distribution and sales of documentation and publications.



Advisory Committee for the Co-ordination of Information Systems
Centre against Apartheid
Centre for Human Rights
Centre for Human Settlements
Centre for Science and Technology for Development
Centre for Social Development and Humanitarian Affairs
Centre on Transnational Corporations
Department for Disarmament Affairs
Department of Conference Services
Department of International Economic and Social Affairs
Department of Public Information
Department of Technical Co-operation for Development
Division for Decolonization and Trusteeship
Division for Palestinian Rights
Division of Narcotic Drugs
Economic and Social Commission for Asia and the Pacific
Economic and Social Commission for Western Asia
Economic Commission for Africa
Economic Commission for Europe
Economic Commission for Latin America and the Caribbean
International Court of Justice
International Research and Training Institute for the Advancement of Women
International Trade Centre
Natural Resources and Energy Division
Non-Governmental Liaison Service
Office for Ocean Affairs and the Law of the Sea
Office of Legal Affairs

A WORLD OF SOURCES

All UN bodies and programmes produce information; listed here are many of the major sources.

Producing information does not mean merely collecting it and printing it. It involves the professional processes of selecting, organizing, adapting and treating the data gathered—to present a viewpoint, to target an audience and to make it useful.

If your interest is along the lines of the economic performance of countries or a comparison of world basic social services, global overviews are readily available. Information of this type for specific geographical areas is a speciality of the UN's five regional commissions, which are prolific producers of data and studies on economic and social aspects of Africa, Asia and the Pacific, Europe, Latin American and the Caribbean, and Western Asia.

The Centre for Social Development and Humanitarian Affairs, at Vienna, is an example of a parent body that produces a large number of publications from the information supplied by the bodies under its wing. The Centre regularly issues studies, reports, surveys and pamphlets on general social questions, people's participation in development, social welfare, women, youth, the disabled, the elderly, and crime prevention and criminal justice.

Or, if it is the environment that is your prime concern, the UN Environment Programme (UNEP) is a source for information on what is being done around the world to protect the planet.

The UN is the world's primary source of statistical data and the storehouse for possibly the most complete statistical reference books in existence.

It is not possible to list all the types and sources of information. We can only provide a general glimpse of the great range of sources, whose field of expertise is generally revealed in the titles of the many departments, commissions, organs, bodies, offices and other units of the UN family.

Office of Programme Planning, Budget and Finance
Office of the UN Disaster Relief Co-ordinator
Office of the UN High Commissioner for Refugees
Statistical Office
UN Children's Fund
UN Conference on Trade and Development
UN Development Programme
UN Environment Programme
UN Institute for Disarmament Research
UN Institute for Training and Research
UN Population Fund
UN Relief and Works Agency for Palestine Refugees in the Near East
UN Research Institute for Social Development
United Nations University
World Food Council
World Food Programme

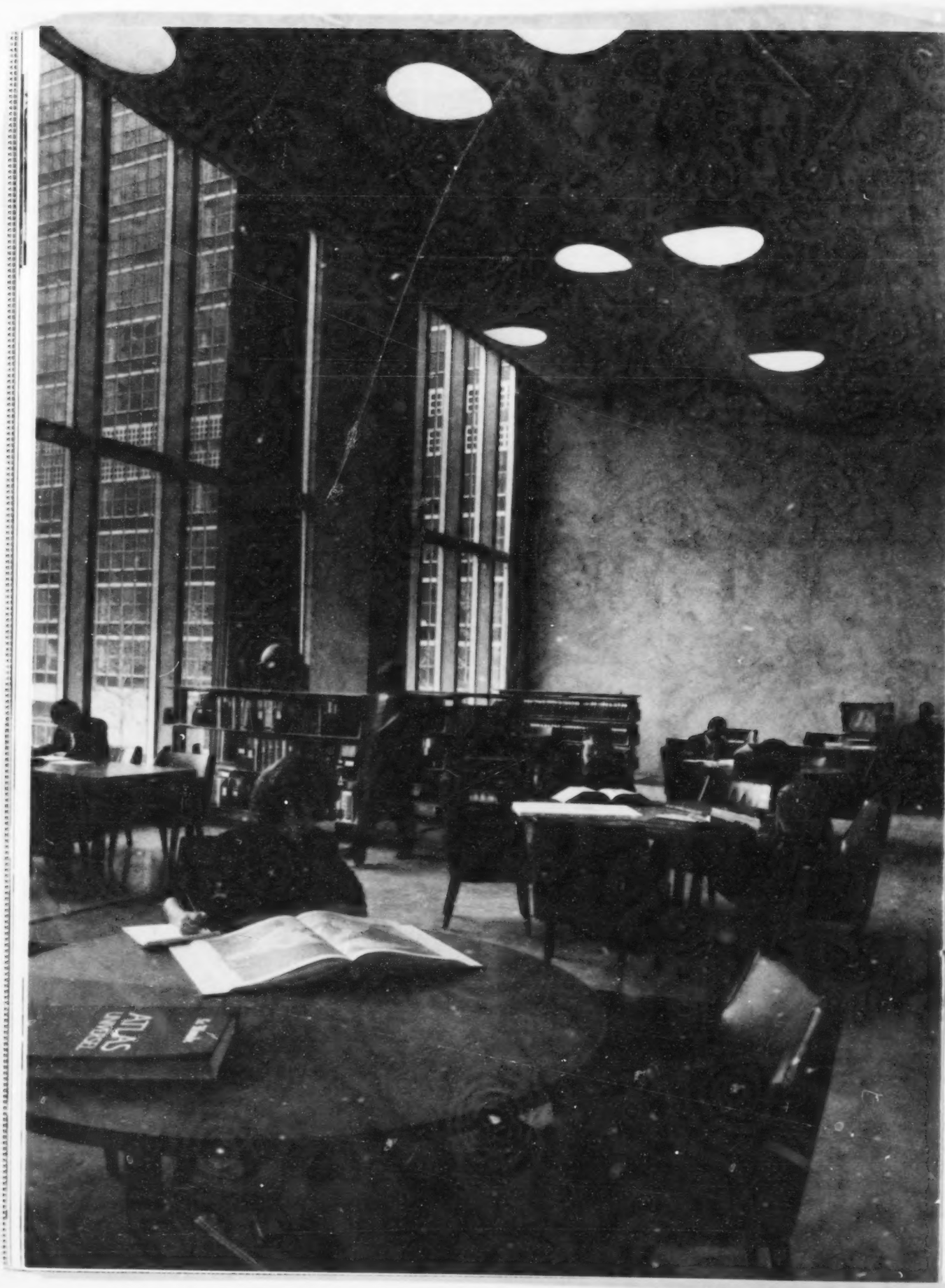
Infoterra helps Governments, industry and researchers to obtain information from 6,200 institutions and experts in 1,100 environmental areas. Through the Geneva-based International Register of Potentially Toxic Chemicals (more than 80,000 chemicals are in world-wide use), UNEP has helped 10 developing nations establish their own chemical information systems. If an industrial accident occurs, the authorities can cable Geneva for assistance.

The World Economic Survey and the World Social Survey yearly analyse current trends and policies in their fields.

UNDP publishes a Human Development Report which uses social indicators to rate how different countries are faring. UNICEF's State of the World's Children, published in over 40 languages, UNFPA's State of the World's Population and UNEP's State of the World's Environment are similar surveys prepared annually, checking the pulse of the world we live in. They are unmatched anywhere else in the world for breadth of coverage.

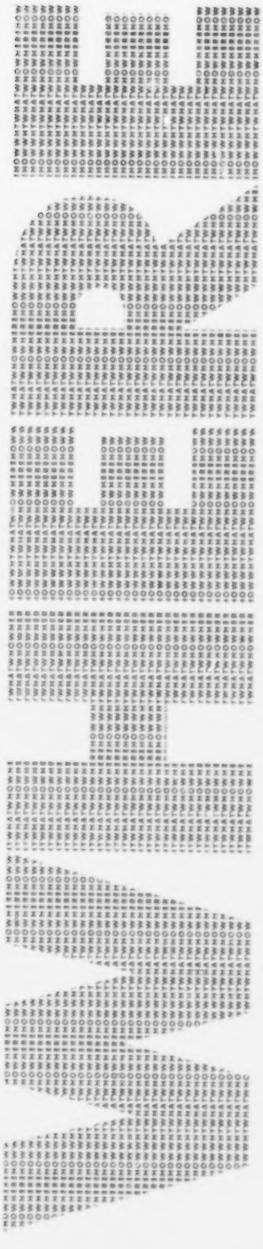
The Statistical Yearbook provides data for more than 280 countries and territories on population, agriculture, manufacturing, transport, trade, balance of payments, national income, education and culture. The Monthly Bulletin of Statistics provides data on 74 subjects from over 200 countries and territories. The Demographic Yearbook is a comprehensive collection of international data on 250 countries or areas.

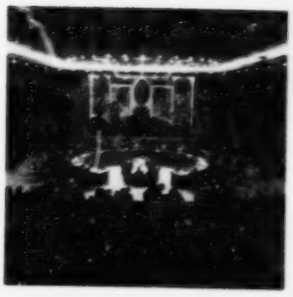
The above are sales publications, information on which is described in a section on page 34.



WHERE . . . *you can obtain this information.*

The most rapid and frequently used method of getting information from UN Headquarters is a telephone call. Requests come from students, professors, business people, librarians, NGOs, government officials, journalists—just about anyone. Serious researchers can make use of a number of libraries around the world which receive UN documents and publications, or tap into a number of UN data bases. Information Centres, the world-wide network of "branch offices" of the UN, supply answers to questions posed far from Headquarters.





In 1989, the public inquiries service at UN Headquarters replied to some 54,000 requests for information. The most frequent inquiries sought data on individual countries, the General Assembly, UNICEF, South Africa and apartheid, and refugees.

Public Inquiries Unit
Dept. of Public Information
Room GA-057A
United Nations
New York, N.Y. 10017
Tel: (212) 963-9245

The Information Dissemination Service of DPI annually replies to some 5,000 requests for information and material, and sends out to UNICs, NGOs, educational institutions and other users up to 200,000 pieces of DPI material and UN documents per month. It also assures that UN outlets in some 120 countries receive UN documents and publications.

INFORMATION PLEASE

Whether the request for information is received by phone, by letter or in person, the staff of the Public Inquiries Unit at UN Headquarters generally researches the information required and forwards it to the inquirer. Callers may also be directed to the appropriate sources within the UN system, such as the NGO Resource Centre or a specialized agency, depending on the kind and complexity of information they are seeking. Most UN bodies, like UNICEF and UNDP, and all the specialized agencies, have their own information and public relations departments, answering requests for information and mailing out free publications on their activities. *(See pocket inserts for publication information on the specialized agencies.)*

IT MAY BE NEARER THAN YOU THINK

The 67 UN Information Centres and Services in capitals around the world are a treasure trove of UN information, publications, films and videos produced by the UN and its specialized agencies. Being UN documentation centres, they receive all major UN documents—as do UNDP field offices—and they also routinely reply to requests for information. In the event they don't have it on hand, most now have facsimile machines, and an increasing number are being connected to DPI's electronic mail system. *(See pocket inserts for addresses.)*

AMONG THE STACKS . . .

The UN Library at Headquarters in New York—the Dag Hammarskjöld Library—while not open to the general public, can be used on request by researchers and other qualified users. It maintains a complete collection of UN documents, publications and maps, and a comprehensive collection of materials of the UN specialized agencies. Annually some 130,000 UN documents and publications are added to the stacks.

Other major UN libraries are at Addis Ababa (Ethiopia), Baghdad (Iraq), Bangkok (Thailand), Geneva (Switzerland), Nairobi (Kenya), Santiago (Chile) and Vienna (Austria).

Requests for use of the UN Library may be made to:
Senior Reference Librarian
Reference and Bibliography Section
Dag Hammarskjöld Library
Room L-2211A
United Nations
New York, N.Y. 10017
Tel: (212) 963-7415

. . . AND THE MAPS

The UN Library houses an extensive map collection—some 80,000 sheets—including one of the best collections of gazetteers for geographic names. The coverage is world-wide, but special emphasis is placed on developing countries. Like the Library itself, the map collection is available to researchers by appointment, rather than open to the walk-in public. But some UN maps are available as sales items.

Currently all the 3,500 maps produced by UN cartographers since 1945, valuable as historical as well as geographical records, are being put on microfiche; on completion, they will be for sale to the public.

Requests for use of the map collection may be made to:
Map Librarian
Dag Hammarskjöld Library
Room L-282
United Nations
New York, N.Y. 10017
Tel: (212) 963-7425

. . . AND CLOSER TO HOME

Some 300 UN depository libraries, which receive most UN documents, are in operation around the world. The UN Information Centres will help you locate the one nearest to you.

Most press releases issued in English are available through a public-access system called Information Services on the UN (UNISER) at the same time they are released to journalists at Headquarters. It also carries selected news items in French and Spanish, and the texts of Security Council resolutions (General Assembly resolutions may also be requested, individually).
UNISER is managed by a non-profit NGO in the United States, Global Education Motivators (GEM), which the UN uses as a disseminator, with information supplied by the UN. It also carries features and press kit information on special topics.
Users who dial into UNISER can also access information systems of several UN participants, including UNICEF, the Office of the UN Disaster Relief Co-ordinator and the UN Crime Prevention and Criminal Justice Branch. This material may be retrieved by schools, NGOs, Governments and other users through telephone-connected computers.

For information, contact:
Global Education Motivators, Inc.
Chestnut Hill College
Germantown and Northwestern Avenues
Chestnut Hill,
Pennsylvania 19118-2695
United States
Tel: (215) 248-1150

SHOPPING AND BROWSING

The UN bookshops at New York and Geneva carry UN publications and those of the UN specialized agencies. Individual orders for publications may be addressed to the bookshops directly:
United Nations Bookshop
United Nations, Room GA-032A
New York, N.Y. 10017
or
Bookshop of the United Nations
Palais des Nations
CH-1211 Geneva 10, Switzerland

ACCESSING THE DATA . . .

There are over 900 information systems and data bases in 36 UN-affiliated organizations, some of which are available to external users. Some 30 data bases from 13 organizations (including those of the World Bank and the International Monetary Fund) are accessible on commercial information systems, covering topics ranging from trade or industrial statistics to air traffic.

In addition to speed, another major advantage of the UN's public-access information systems is that they are electronically searchable, enabling users to find information of special interest to them among the entire output of an organization's information.

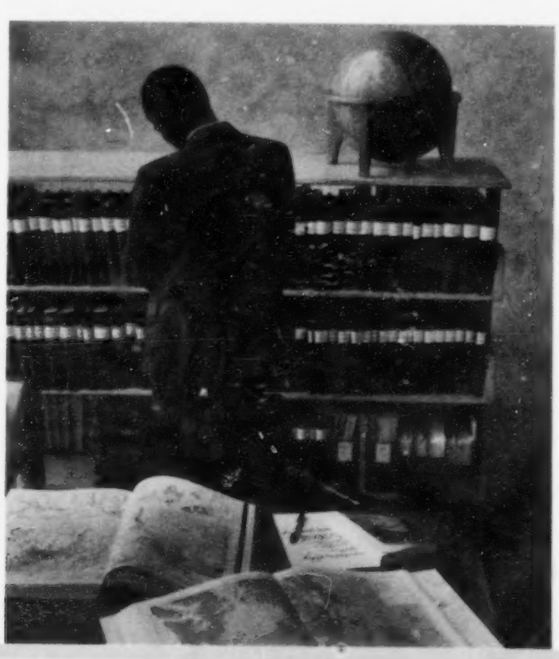
The International Computing Centre (ICC) at Geneva is a co-operative organization which provides interactive access through its network to statistical and bibliographical data bases. A number of UN organizations participate in ICC. It also has two-way electronic mail connections with communications networks used by such bodies as UNICEF and UNDP. Governments, universities and organizations can register as users of ICC, whose facilities are available through computer-to-computer links.

. . . THROUGHOUT THE SYSTEM

The Advisory Committee for the Co-ordination of Information Systems (ACCIS), at Geneva, publishes directories, registers and other publications on information sources within the UN system. These include information systems and services, information technology, and information sources in selected areas of interest, such as agriculture, the environment, and trade and finance.

A computerized mailing list is kept for distribution of the bimonthly ACCIS Newsletter. *ACCIS also publishes a guide to 874 UN computerized data bases and information systems/services, each arranged in alphabetical lists under broad subject categories, in the* Directory of United Nations Databases and Information Services *(4th ed.).*

Inquiries should be directed to:
ACCIS
Palais des Nations
CH-1211 Geneva 10
Switzerland
Tel: (41 22) 98 85 91
Telex: 289696



UN Publications Orders and Inquiries:
United Nations
Room DC2-853
New York, N.Y. 10017
United States
Tel: (212) 963-8302
Fax: (212) 963-4116

Palais des Nations
CH-1211 Geneva 10
Switzerland
Tel: (22 7) 34 60 11
Fax: (22 7) 33 98 79

Major UN reports and series are issued as sales publications. It is also possible to subscribe to the mimeographed documents, which are not sales publications, and to the Official Records series.

FOR SALE

The two UN Sales Sections, at New York and Geneva, are the places to contact if you wish information on sales publications. They can provide you with the annual *UN Publications Catalogue* free of charge.

You may buy UN publications and some videos directly from these Sections, or from more than 100 bookstores, agents and distributors (listed in the *Catalogue*) in some 65 countries throughout the world. The Sales Sections also handle subscriptions to UN periodicals, send out regular monthly listings of all new publications, and arrange automatic dispatch of recurrent publications to subscribers.

The UN acts as a distributor for the publications of the International Court of Justice, UNICEF, UNDP, UNEP, the UN Institute for Training and Research, the UN Industrial Development Organization, the UN University and some other UN agencies.

Most publications are available in English, French and Spanish. Some, especially Official Records, are also available in Arabic, Chinese and Russian.

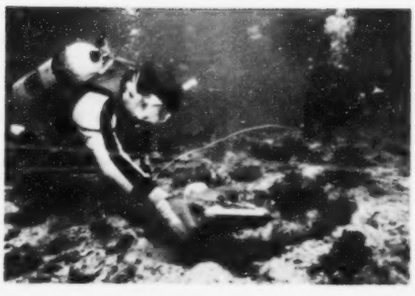
Publications of the UN specialized agencies can be obtained from the agency sales sections at their headquarters (*see pocket inserts*), and from world-wide bookstores, agents and distributors.

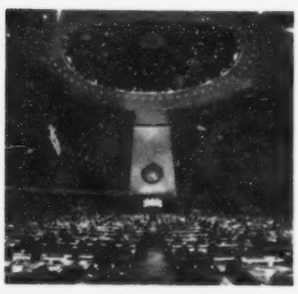
Microfiche is available for many publications, especially for series and for the back issues of most recurrent publications. Reports and studies that are out of print may be available on microfiche. A microfiche catalogue is available on request from the Sales Section.

Machine-readable products are also on hand. International statistics and UN bibliographic files are available in the form of CD-ROM and computer tapes, as well as on-line in some cases.

Although the majority of UN documentation is in the public domain, many publications are copyrighted by the organ that produced it and thus are subject to copyright regulations. Written permission for any extensive reproduction should be obtained from:
Secretary
Publications Board
Room S-1540C
United Nations
New York, N.Y. 10017

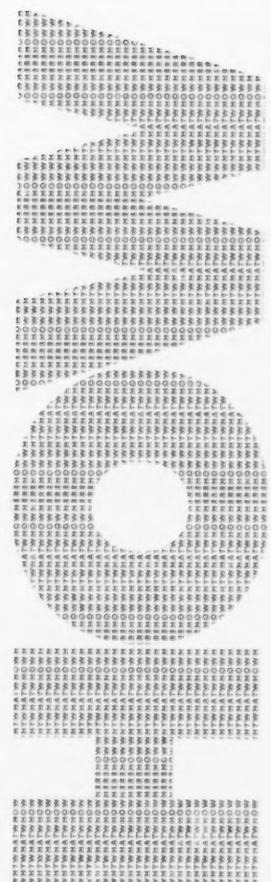
A standing order may be placed for any recurrent publication. It is also possible to place standing orders for UN subject categories. These are not, strictly speaking, topic categories, but rather a classification by department of origin. Inquiries should be addressed to:
Standing Orders Unit
Room DC2-853, Sales Section
Publishing Division
Dept. of Conference Services
United Nations
New York, N.Y. 10017

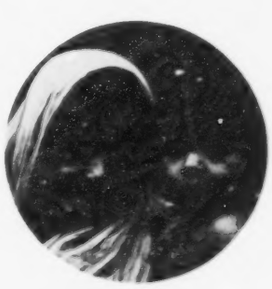


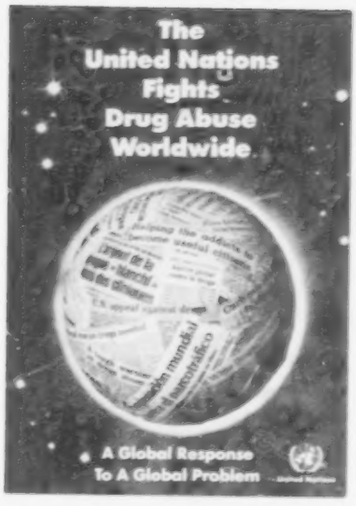


HOW . . . *you can assist the United Nations' information network.*

Packaging information about UN activities to address a dizzying variety of audiences in a bewildering mix of languages is an elusive goal. Such a mandate is too broad and the constituency too large for the UN to handle alone. The 50,000 international civil servants who work for the organizations of the UN system in some 600 duty stations around the world are not enough to keep the world's 5 billion people informed of the UN and its activities. This leads the UN to rely heavily on others to help convey its message—NGOs, Governments, media organizations, institutions, co-producers, and corporate and other sponsors.







DPI, the International Advertising Association and the International Film and TV Festival will honour in 1991 the public service advertising "which best exemplifies the ideals of the UN". DPI and the International Public Relations Association will also recognize outstanding public relations campaigns which support UN-related activities. In co-operation with Affiliated Advertising Agencies International, a world-wide public service campaign is being launched to promote a broader understanding of the UN and all its diverse activities.

Time, Business Week and Sports Illustrated in 1990 donated space for public service announcements drawing attention to UN drug control efforts. The only cost to the UN was the preparation of camera-ready copy for the magazines.

THE HELPING HANDS . . .

As the UN has no advertising budget to buy newspaper and magazine space and TV spots, it must rely on the world's media as the prime disseminators of information about its activities. It needs the help of international and regional organizations for the breadth of their reach, of Governments for the use of their administrative personnel and communications networks, of professional organizations for their expertise, of educational institutions for teaching about the UN, of non-governmental organizations, community organizations and volunteers for the closest possible contact with the individual citizen, and of foundations and corporations for support and visibility. It welcomes all these helping hands and offers to work with them.

. . . AND HEARTS AND MINDS

The often invisible image-builders for the UN are those patient, motivated individuals who belong to any one of a vast number of non-profit, voluntary groups known as non-governmental organizations, or NGOs. Currently there are some 1,200 of such organizations associated with DPI, based in about 100 countries, with wide-ranging interests and expertise.

The educational, fund-raising and other efforts of these organizations are welcomed as a kind of parallel information branch, distributing information and building public support for the UN. In many environmental and peace-making efforts, in the fight against human rights violations and drug abuse, the UN encourages their efforts, and lends its help in turn.

DPI provides NGOs with information programmes on UN activities. Some 150 to 200 representatives attend weekly briefings at Headquarters, where senior officials and diplomats discuss the issues of the day.

In New York and Geneva, Resource Centres, their racks filled with documents and publications, continue bridge-building between the UN and local support groups.

On 12-14 September 1990, the annual NGO conference, held at UN Headquarters, focused on the theme "A world safe for children: Meeting the challenge in the 1990s". Some 1,100 participants attended, representing 418 NGOs from 60 countries. It was followed by the UNICEF World Summit for Children in September, at which an unprecedented 72 heads of State or Government gathered in New York to discuss how to improve the state of the world's children.

The Non-Governmental Liaison Service (NGLS), an inter-agency activity, builds support in industrial countries for UN development activities throughout the third world. NGLS publishes the Development Education Directory, *an exhaustive listing of all major UN offices, with key contact people for information on particular subjects, including telephone, facsimile and cable numbers.*

Inquiries should be directed to:
UN Non-Governmental Liaison Service
Palais des Nations
CH-1211 Geneva 10
Switzerland

UN Non-Governmental Liaison Service
Room DC2-1103
Two United Nations Plaza
United Nations
New York, N.Y. 10017

Institutional Relations and NGO Section
Room S-1037D
Dept. of Public Information
United Nations
New York, N.Y. 10017

The World Federation of United Nations Associations (WFUNA) devotes itself to the support of the ideals of the UN and to promoting public awareness and understanding of its activities. For WFUNA publications, documents and information, contact:
WFUNA Headquarters
c/o Palais des Nations
1211 Geneva 10
Switzerland

or

WFUNA
Room DC1-1177
One United Nations Plaza
United Nations
New York, N.Y. 10017

Many UN titles are published by commercial publishers on behalf of the UN. Information is available from:
External Publications Office
Room DC1-587
Dept. of Public Information
United Nations
New York, N.Y. 10017

Co-productions include an ongoing series of educational videos on such subjects as "Peace-keeping", "Apartheid", "African Recovery", "Palestine", "Literacy", "Decolonization" and "Disarmament". The UN finances the series, and provides the producer with footage and a crew to shoot parts of the videos. It also publishes, concurrently, teaching guides on these subjects.

ALMOST MEMBERS OF THE FAMILY

Prominent among the helping-hand organizations are the national associations for the United Nations (UNAs), which exist for the express purpose of publicizing the UN's work. These non-profit, non-governmental voluntary organizations are at work in over 70 countries throughout the world. They work closely with the UN, are very active in public information, and produce their own newsletters and publications.

WORKING WITH THE UN AS PARTNERS . . .

The UN welcomes co-operative ventures with external publishers to produce books and publications, and, in fact, has agreements for that purpose with major publishers in several countries, including the United States, the United Kingdom, the Netherlands and Mexico. Some two dozen titles were co-produced with external publishers in 1989.

. . . AS CO-PRODUCERS

Co-production of films and videos is another growing trend, as the UN searches for ways to stretch its resources and tries to broaden the base of regional and artistic content. Efforts in this direction involve not only collaborative products by the UN and outside producers but also joint projects between programmes, departments or agencies within the UN system.

"A Chance to Learn: Literacy for Women" is a 30-minute TV documentary produced by DPI in co-operation with the UN Development Fund for Women, with additional funding from seven UN agencies and programmes. Written and presented by Germaine Greer, it illustrates literacy programmes for women in Costa Rica, Mali, Thailand and the United States.

In 1989, with the co-operation of DPI and UNEP, the Amway Corporation underwrote the costs of bringing a sculptural exhibit by Inuit craftsmen to UN Headquarters, including some of the artists, who came from Canada, Greenland, the USSR and the United States.

In 1988, IBM made a $6.5 million contribution to update the global resource information data base of UNEP.

The Geo Division of General Motors and DPI co-sponsored in June 1990 two meetings on the environment, held in California. Senior UN officials and business, NGO and community leaders discussed in San Francisco (26 June) and Los Angeles (28 June) the role of the United Nations in facing the global environmental crisis.

The first and most renowned of the UNICEF goodwill ambassadors was the comedian, Danny Kaye. Other artists, such as Sir Richard Attenborough, Harry Belafonte, Audrey Hepburn, Liv Ullmann, Peter Ustinov and Tetsuko Kuroyanagi, have followed in his footsteps. Mickey Mouse capped his 60th birthday by being designated emissary of goodwill in 1989.

On 24 October each year, the United Nations celebrates the day it was founded with a concert, featuring some of the world's great orchestras, conductors and soloists. The UN Day Concerts are televised to an audience of hundreds of millions. Many composers have contributed new works for these concerts: among them, Benjamin Britten, with "Voices for Today", and Pablo Casals, with "Hymn to the United Nations".

. . . AS CO-SPONSORS

Subject to guidelines, arrangements may be worked out with corporate sponsors, foundations, Governments and NGOs to co-sponsor with the UN certain promotional efforts—a channel of co-operation recently added to UN public relations activities.

GOODWILL AMBASSADORS

Increasingly, celebrities agree to lend a popular touch to UN activities and enhance public interest in them. For example, several famous personalities participated in panel discussions celebrating the fortieth anniversary of the Universal Declaration of Human Rights in 1988.

Others have served as goodwill ambassadors for UN programmes and agencies, logging thousands of miles to countries around the world to lend their talents and their universal appeal to many worthy causes.

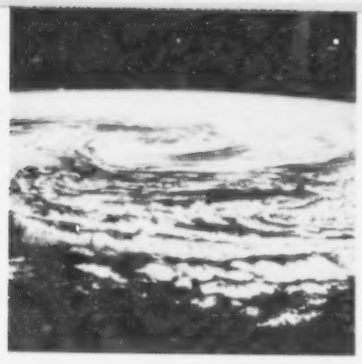
THE CHALLENGES AHEAD

The UN is not the Government of the Governments of its Member States. It has no power except the power to convince—through negotiations, through discreet and public diplomacy, and through communication. Its actions are based on the political will of its Member States, and its effectiveness depends in large part on how well those actions have been communicated to the public.

It has been said that as long as people are talking about their differences instead of fighting over them, this will do until real peace breaks out. But that's not good enough. The ultimate goal is peace, attained as quickly as possible, and the UN must be seen to be inextricably linked with this goal—and with a number of other goals. It must make sure that people associate its activities with the aims for which those activities are undertaken.

Until recently, political subjects have dominated news of the UN. Now other challenges, made international by an increasingly interdependent world, are demanding their share of global attention: the deterioration of the environment, drug trafficking, debt problems, just to name a few. An overarching challenge is where to find the resources to meet these other challenges.

The Organization faces the perennial problem of finding adequate funds for the staff and materials it needs. In 40 years, the DPI budget has fallen from 12.7 to 5.3 per cent of the total UN budget, while at the same time it has to service the requirements of a hundred more Member States, use a dozen or so languages and deal with a list of priority demands which have increased tenfold.



The United Nations Conference on Environment and Development is expected to determine the environmental agenda for our planet well into the next century. To be held in Rio de Janeiro, Brazil, from 1 to 12 June 1992, the world Conference is to foster global co-operation on protection of the environment, and to consider legal agreements on critical issues such as climate change.

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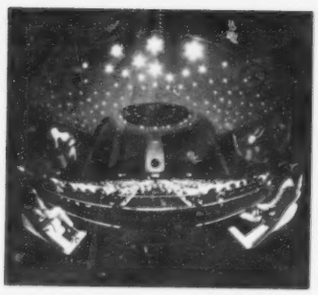
At a pace few of us can keep up with, new advances in communications technology are introduced, allowing information to be exchanged in ever-faster flashes of electronic signals. Adapting to the speed of modern communications, and then adapting the new techniques to the UN's enormous audience, presents the UN with some of its greatest challenges in the decade ahead.

But they are challenges that need to be met, especially in a data-saturated world where the UN must compete for media and public attention, with the added complication of having a responsibility to reach as many people as possible in a heterogeneous constituency that circles the globe.

Thus, technological innovations have been a preoc upation for many years. Current testing and acquisition of equipment and information systems will dramatically transform the UN's capabilities.

To keep abreast of these emerging technologies and to preserve the dynamics of the UN's information programme may require extensive changes in existing procedures. The debate is under way, however, and the UN system's m.arket-place of ideas has served up numerous possibilities now in the process of being further explored.

- Certain global issues lend themselves to system-wide co-operation—debt, environment, health, women, literacy, children, urban and rural development, to name only a few. But the UN and its extended family of programmes and specialized agencies, with a jumble of diverse mandates, structures and levels of resources, have yet to agree on a practical, integrated communications strategy that would give them a uniformity of style, format or message.
- A difficulty inherent in any provider of information is to distinguish between neutral information and objective information. What viewpoint must be adopted in order to define certain information as "positive"? The increasing number of often-controversial issues that DPI is asked to address—drug control, the Palestine question, environment, disarmament, social inequities—exacerbates this problem.
- So does the continuing debate over whether its role should be that of a furnisher of logistical support and neutral information to the press, or whether it should be more active in trying to offset imbalances and inequalities in the way the international information system works.



Since it uses public financing, the UN has an obligation to meet the growing needs of the world's people. This is as true for the development of information as it is for economic development. Developing countries, in particular, must not only be given easy access to information, but must also be helped to develop their own capacity to receive and disseminate it.

Technical assistance projects, training workshops, study tours and changes in how the UN treats and disseminates its information have been undertaken to address these issues, hoping to make it easier for countries to use UN information material. Greater priority has been given to refinement of the message for greater impact and results, to greater use of multiple communications techniques and different kinds of media, and to the promotion of an overall image.

These changes are affecting, and we hope improving, the UN's information products—their relative amounts in print, audio and visual forms, their production and their design. They are affecting, and we hope improving, the UN's liaison functions with the world media and its co-operation with all the organizations and individuals who can help it tell the world about the UN.

The task is daunting. But if the United Nations is not heard, it will not be supported. If it is not supported, we will have lost one of the greatest of all human political experiments.

Links with the vast network of UNICs are being stepped up by facsimile and computer interconnections and electronic mail facilities, allowing them to make faster use of fresher information.

Technology now makes vast amounts of information available at the touch of a button from a small transportable disc. Linked to the UN Library and other information processors, UNICs and other UN outposts could ultimately become depositories of documentation that meets specialized local demand and is targeted to specific audiences, as well as feeders of news to Headquarters.

A video-disc project under consideration for the storage of documentation could also be used for public information material, including photographs, facilitating access and allowing better indexing and faster retrieval.

To keep pace with advancements in technology, the production of a promotion spot on video for High-Definition Television is another new area of exploration.

A radio satellite service that could provide digital audio signals from a satellite directly to listeners is being studied.

The feasibility of introducing remote-controlled TV coverage in some meeting rooms at Headquarters is under study.

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- Develops and promotes UN efforts in countries served by UNICs and UN Development Programme Resident Representatives
- Maintains contacts with national media, academia, governments
- Initiates promotional activities on UN activities at the national level

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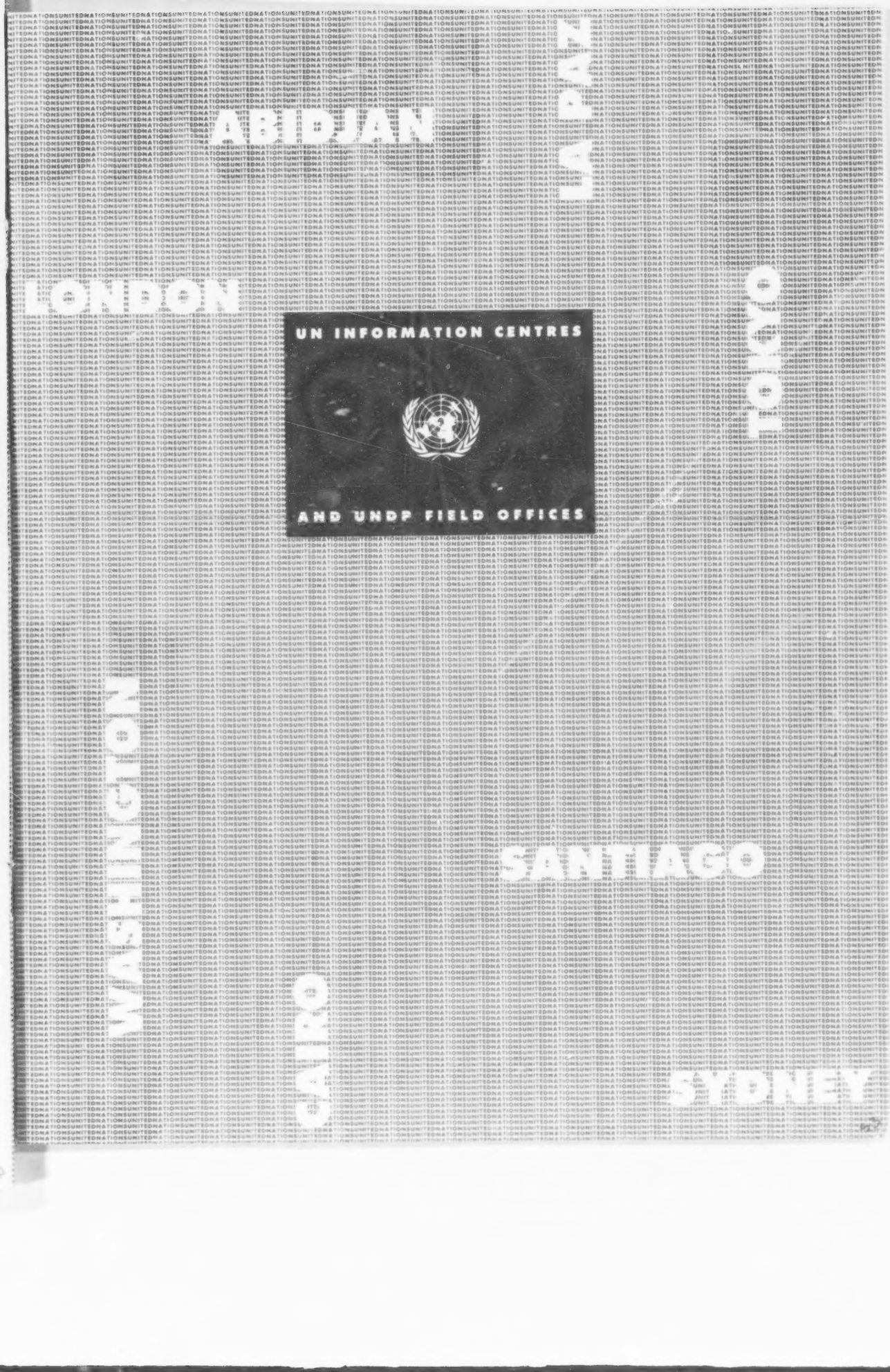

DPI/1098—41135—January 1991—10M

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